

Fiscal Year (FY) 2004-2005

HICAP Statewide Public and Media Activity Report

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
<i>Activity Information</i>					
Interactive Presentation to Public:	466	397	355	522	1,740
Estimated Person Reached (EPR)- Interactive Presentation to Public:	14,454	142,748	15,636	16,188	189,026
Other Education * :	51	55	87	112	305
EPR – Other Education:	3,304,883	5,494,408	7,794,718	31,739,822	48,333,831
Outreach **, Combined Totals:	244	194	105	225	768
EPR – Outreach, Combined Totals:	9,132,407	1,304,452	2,623,033	4,758,269	17,818,161
Total Hours of Combined Activities:	696	712	454	1,118	2,980
<i>Targeted Audience</i>					
Medicare Beneficiaries / Pre-Enrollees:	457	441	275	570	1,743
Low-Income:	142	189	59	248	638
Rural:	105	267	162	147	681
Low Literacy:	17	14	7	12	50
Family Member or Caregiver of Medicare Beneficiary:	171	180	101	145	597
Ethnic Minority:	168	130	49	164	511
Disabled:	83	71	34	92	280
ESL (English Second Language):	31	56	41	53	181
Professional:	7	19	27	67	120
Other Groups:	78	55	57	110	300

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report

PSA: **1**

County: ***Del Norte, Humboldt***

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
<i>Activity Information</i>					
Interactive Presentation to Public:	7	14		13	34
Estimated Person Reached (EPR)- Interactive Presentation to Public:	170	293		360	823
Other Education * :	3	7		6	16
EPR – Other Education:	15,000	80,000		54,500	149,500
Outreach **, Combined Totals:	13	17		17	47
EPR – Outreach, Combined Totals:	30,460	51,415		1,537	83,412
Total Hours of Combined Activities:	13	29		29	71
<i>Targeted Audience</i>					
Medicare Beneficiaries / Pre-Enrollees:	19	22		18	59
Low-Income:	13	17		20	50
Rural:	15	27		18	60
Low Literacy:	2	2		4	8
Family Member or Caregiver of Medicare Beneficiary:	2	3		7	12
Ethnic Minority:	2	3		13	18
Disabled:	1	8		8	17
ESL (English Second Language):					0
Professional:	3	7		12	22
Other Groups:	4				4

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **2**

County: **Shasta, Lassen, Modoc, Siskiyou, Trinity**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	8	8		11	27
Estimated Person Reached (EPR)- Interactive Presentation to Public:	234	172		246	652
Other Education * :		1		1	2
EPR – Other Education:				1,500	1,500
Outreach ** , Combined Totals:		2		1	3
EPR – Outreach, Combined Totals:		204,500		40	204,540
Total Hours of Combined Activities:	8	75		25	108
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	7	10		10	27
Low-Income:	4	6		7	17
Rural:	3	7		9	19
Low Literacy:	0	0			0
Family Member or Caregiver of Medicare Beneficiary:	1	2		2	5
Ethnic Minority:	0	0			0
Disabled:	0	0			0
ESL (English Second Language):	0	0			0
Professional:	0	2		3	5
Other Groups:	2	3		4	9

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **3**

County: ***Butte, Colusa, Glenn, Plumas, Tehama***

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
<i>Activity Information</i>					
Interactive Presentation to Public:	23	9		26	58
Estimated Person Reached (EPR)- Interactive Presentation to Public:	402	248		675	1,325
Other Education * :	4	1		4	9
EPR – Other Education:	99,220	1,000		32,000	132,220
Outreach ** , Combined Totals:	2	5		7	14
EPR – Outreach, Combined Totals:	32,500	775		11,747	45,022
Total Hours of Combined Activities:	20	29		57	106
<i>Targeted Audience</i>					
Medicare Beneficiaries / Pre-Enrollees:	20	9		31	60
Low-Income:	2	3		22	27
Rural:	17	9		22	48
Low Literacy:	0				0
Family Member or Caregiver of Medicare Beneficiary:	13	7		4	24
Ethnic Minority:	3	1			4
Disabled:	1				1
ESL (English Second Language):	0				0
Professional:	0				0
Other Groups:	8	3		9	20

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **4**

County: **Sacramento, Nevada, Placer, Sierra, Sutter, Yolo, Yuba**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	38	2	17	20	77
Estimated Person Reached (EPR)- Interactive Presentation to Public:	1,166	55	552	584	2,357
Other Education * :			1	0	1
EPR – Other Education:					0
Outreach ** , Combined Totals:	6			1	7
EPR – Outreach, Combined Totals:	1,660			120	1,780
Total Hours of Combined Activities:	67	3		34	104
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	31	2	11	15	59
Low-Income:	8	2	2	5	17
Rural:	3		1	2	6
Low Literacy:	1			0	1
Family Member or Caregiver of Medicare Beneficiary:	13		1	4	18
Ethnic Minority:	2		1	0	3
Disabled:	7				7
ESL (English Second Language):		2	1		3
Professional:			4		4
Other Groups:	9		5	4	18

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **5**
County: **Marin**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	Reports with PSA 27	Reports with PSA 27	Reports with PSA 27	Reports with PSA 27	
Estimated Person Reached (EPR)-					
Interactive Presentation to Public:					
Other Education * :					
EPR – Other Education:					
Outreach ** , Combined Totals:					
EPR – Outreach, Combined Totals:					
Total Hours of Combined Activities:					
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:					
Low-Income:					
Rural:					
Low Literacy:					
Family Member or Caregiver of Medicare Beneficiary:					
Ethnic Minority:					
Disabled:					
ESL (English Second Language):					
Professional:					
Other Groups:					

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **6**

County: **San Francisco**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	10	15		18	43
Estimated Person Reached (EPR)- Interactive Presentation to Public:				966	966
Other Education * :				1	1
EPR – Other Education:				65,000	65,000
Outreach ** , Combined Totals:	1	9		9	19
EPR – Outreach, Combined Totals:	200	292,800		2,175	295,175
Total Hours of Combined Activities:	17	38		65	120
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	8	18		19	45
Low-Income:	4	16		14	34
Rural:					0
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:	5	5		11	21
Ethnic Minority:	1	3		2	6
Disabled:	2	2		5	9
ESL (English Second Language):	2	9		4	15
Professional:					0
Other Groups:	2	5		8	15

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **7**

County: **Contra Costa**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	6	14		22	42
Estimated Person Reached (EPR)- Interactive Presentation to Public:	205	440		864	1,509
Other Education * :	2	2		3	7
EPR – Other Education:	30,000	27,300		415,000	472,300
Outreach ** , Combined Totals:	21	18		26	65
EPR – Outreach, Combined Totals:	36,630	36,000		61,655	134,285
Total Hours of Combined Activities:	17	17		55	89
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	22	26		38	86
Low-Income:	16	18		25	59
Rural:	0				0
Low Literacy:	4	3		4	11
Family Member or Caregiver of Medicare Beneficiary:	3	3		10	16
Ethnic Minority:	23	16		32	71
Disabled:	2	1		3	6
ESL (English Second Language):		3		2	5
Professional:					0
Other Groups:		4		6	10

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **8**
 County: **San Mateo**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	10		8	11	29
Estimated Person Reached (EPR)- Interactive Presentation to Public:	214		175	436	825
Other Education * :					0
EPR – Other Education:					0
Outreach ** , Combined Totals:	5		5	4	14
EPR – Outreach, Combined Totals:	988		881	932	2,801
Total Hours of Combined Activities:	9		10	36	55
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	13		9	8	30
Low-Income:	7		3	3	13
Rural:	0			2	2
Low Literacy:	1		1	2	4
Family Member or Caregiver of Medicare Beneficiary:	9		9	9	27
Ethnic Minority:	2		3	5	10
Disabled:	3		1	2	6
ESL (English Second Language):	6		1	3	10
Professional:			5	5	10
Other Groups:	13		1	0	14

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **9**
County: **Alameda**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	39	35		43	117
Estimated Person Reached (EPR)- Interactive Presentation to Public:	808	620		853	2,281
Other Education * :	1	1		1	3
EPR – Other Education:	130,000	2,000			132,000
Outreach **, Combined Totals:	4	8		6	18
EPR – Outreach, Combined Totals:	320	895		58,080	59,295
Total Hours of Combined Activities:				80	80
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	0			38	38
Low-Income:	7	1		21	29
Rural:	0				0
Low Literacy:	0				0
Family Member or Caregiver of Medicare Beneficiary:	0	40			40
Ethnic Minority:	25	27		22	74
Disabled:	0			9	9
ESL (English Second Language):	2	6		14	22
Professional:	0	2		9	11
Other Groups:	3				3

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **10**

County: **Santa Clara**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	17	23	35	36	111
Estimated Person Reached (EPR)- Interactive Presentation to Public:	591	634	1,083	1,030	3,338
Other Education * :		1		1	2
EPR – Other Education:		276,166		100,000	376,166
Outreach **, Combined Totals:	2	10	2	7	21
EPR – Outreach, Combined Totals:	170	87,722	113	50,685	138,690
Total Hours of Combined Activities:	26	51	46	81	204
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	17	28	28	34	107
Low-Income:		4	6	4	14
Rural:					0
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:	5	5	8	8	26
Ethnic Minority:		4	5	11	20
Disabled:			1	3	4
ESL (English Second Language):	2	3	2	1	8
Professional:					0
Other Groups:	6	9	11	16	42

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **11**

County: **San Joaquin**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	Reports with PSA 4	Reports with PSA 4	Reports with PSA 4	Reports with PSA 4	
Estimated Person Reached (EPR)-					
Interactive Presentation to Public:					
Other Education * :					
EPR – Other Education:					
Outreach ** , Combined Totals:					
EPR – Outreach, Combined Totals:					
Total Hours of Combined Activities:					
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:					
Low-Income:					
Rural:					
Low Literacy:					
Family Member or Caregiver of Medicare Beneficiary:					
Ethnic Minority:					
Disabled:					
ESL (English Second Language):					
Professional:					
Other Groups:					

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **12**

County: **Calaveras, Alpine, Amador, Mariposa, Tuolumne**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	5	2		2	9
Estimated Person Reached (EPR)- Interactive Presentation to Public:	122	46		26	194
Other Education * :		1		2	3
EPR – Other Education:		29,500		16,000	45,500
Outreach ** , Combined Totals:				1	1
EPR – Outreach, Combined Totals:				10,000	10,000
Total Hours of Combined Activities:	15	2			17
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	5	2		5	12
Low-Income:				5	5
Rural:	5	3		5	13
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:	2				2
Ethnic Minority:					0
Disabled:					0
ESL (English Second Language):					0
Professional:	1	1			2
Other Groups:		1			1

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **13**

County: ***Santa Cruz, San Benito***

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
<i>Activity Information</i>					
Interactive Presentation to Public:	8	6	6	10	30
Estimated Person Reached (EPR)- Interactive Presentation to Public:	297	226	180	287	990
Other Education * :					0
EPR – Other Education:					0
Outreach ** , Combined Totals:	1	3		2	6
EPR – Outreach, Combined Totals:	25	390		425	840
Total Hours of Combined Activities:	13	17	6	19	55
<i>Targeted Audience</i>					
Medicare Beneficiaries / Pre-Enrollees:	9	7	5	12	33
Low-Income:	2	5	1		8
Rural:	2	7	4	12	25
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:	7	1	1	5	14
Ethnic Minority:		4		4	8
Disabled:					0
ESL (English Second Language):					0
Professional:					0
Other Groups:	1		1		2

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **14**

County: **Fresno, Madera**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	18	21	25	23	87
Estimated Person Reached (EPR)- Interactive Presentation to Public:	527	510	883	611	2,531
Other Education * :	3	3	16	6	28
EPR – Other Education:	1,900,400	500,812	5,902,022	1,301,600	9,604,834
Outreach ** , Combined Totals:	10	11	6	17	44
EPR – Outreach, Combined Totals:	3,850	9,881	195,461	3,953	213,145
Total Hours of Combined Activities:	40	53	51	68	212
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	23	22	33	33	111
Low-Income:	4	2	6	8	20
Rural:	4	3	10	15	32
Low Literacy:	0				0
Family Member or Caregiver of Medicare Beneficiary:	9	7	8	21	45
Ethnic Minority:	9	5	10	7	31
Disabled:	5	10	4	11	30
ESL (English Second Language):	6	1	8	4	19
Professional:	2	4	2	2	10
Other Groups:	5	11	12	5	33

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **15**

County: **Kings, Tulare**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	10	7	26	3	46
Estimated Person Reached (EPR)- Interactive Presentation to Public:	1,180	449	634	28	2,291
Other Education * :	1	3	2		6
EPR – Other Education:	40,000	3,364	84,000		127,364
Outreach **, Combined Totals:	13	2	22	21	58
EPR – Outreach, Combined Totals:	35,893	30,264	16,358	10,644	93,159
Total Hours of Combined Activities:	36	14	56	87	193
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	7	2	4	1	14
Low-Income:	1	6	6	3	16
Rural:	4	7	9	2	22
Low Literacy:	0				0
Family Member or Caregiver of Medicare Beneficiary:	2	2	5		9
Ethnic Minority:	3	2	2		7
Disabled:	1				1
ESL (English Second Language):			1		1
Professional:			2	4	6
Other Groups:					0

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **16**

County: **Riverside**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	Reports with PSA 21	Reports with PSA 21	Reports with PSA 21	Reports with PSA 21	
Estimated Person Reached (EPR)-					
Interactive Presentation to Public:					
Other Education * :					
EPR – Other Education:					
Outreach ** , Combined Totals:					
EPR – Outreach, Combined Totals:					
Total Hours of Combined Activities:					
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:					
Low-Income:					
Rural:					
Low Literacy:					
Family Member or Caregiver of Medicare Beneficiary:					
Ethnic Minority:					
Disabled:					
ESL (English Second Language):					
Professional:					
Other Groups:					

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **17**

County: ***Santa Barbara, San Luis Obispo***

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
<i>Activity Information</i>					
Interactive Presentation to Public:	27	11	21	27	86
Estimated Person Reached (EPR)- Interactive Presentation to Public:	1,268	156	555	553	2,532
Other Education * :	2	8	5	2	17
EPR – Other Education:	1,800	144,600	30,600	20,600	197,600
Outreach ** , Combined Totals:	10	12	5	8	35
EPR – Outreach, Combined Totals:	745	2,370	574	2,086,320	2,090,009
Total Hours of Combined Activities:	71	78	42	56	247
<i>Targeted Audience</i>					
Medicare Beneficiaries / Pre-Enrollees:	27	29	26	30	112
Low-Income:	6	14	2	5	27
Rural:	1	1	3		5
Low Literacy:	0				0
Family Member or Caregiver of Medicare Beneficiary:	16	25	15	21	77
Ethnic Minority:	1	2	1	2	6
Disabled:	4			1	5
ESL (English Second Language):	0				0
Professional:	0			3	3
Other Groups:	9	2	1	13	25

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **18**
County: **Ventura**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	5	47	9	21	82
Estimated Person Reached (EPR)- Interactive Presentation to Public:	252	101,213	805	501	102,771
Other Education * :	1	3		2	6
EPR – Other Education:		268,000		218,000	486,000
Outreach ** , Combined Totals:	3	14	9	2	28
EPR – Outreach, Combined Totals:	5,100	2,255	1,752	245	9,352
Total Hours of Combined Activities:	69	51	20	39	179
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	11	45	7	19	82
Low-Income:	4	35		10	49
Rural:					0
Low Literacy:		9	4		13
Family Member or Caregiver of Medicare Beneficiary:	1	9	4	5	19
Ethnic Minority:	2	5	4	3	14
Disabled:	5	24		3	32
ESL (English Second Language):		12			12
Professional:					0
Other Groups:			2	9	11

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **19**

County: **Los Angeles**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	38	22	31	68	159
Estimated Person Reached (EPR)- Interactive Presentation to Public:	1,120	638	1,106	2,750	5,614
Other Education * :	1	5	1	21	28
EPR – Other Education:	35,813	9,185		20,578,720	20,623,718
Outreach ** , Combined Totals:	20	14	8	23	65
EPR – Outreach, Combined Totals:	4,442,356	107,305	125,850	2,259,570	6,935,081
Total Hours of Combined Activities:		68	66	156	290
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	28	19	22	58	127
Low-Income:	11	8	9	25	53
Rural:					0
Low Literacy:	6				6
Family Member or Caregiver of Medicare Beneficiary:	7	8	5	2	22
Ethnic Minority:	29	11	8	27	75
Disabled:	11	4	4	6	25
ESL (English Second Language):	6	4	4	4	18
Professional:			4	3	7
Other Groups:	5	1	5	8	19

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **20**

County: **San Bernardino**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:		11	12	1	24
Estimated Person Reached (EPR)- Interactive Presentation to Public:		269	213	94	576
Other Education * :					0
EPR – Other Education:					0
Outreach ** , Combined Totals:		2			2
EPR – Outreach, Combined Totals:		101,200			101,200
Total Hours of Combined Activities:		16	7	19	42
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:		8	6	7	21
Low-Income:					0
Rural:					0
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:					0
Ethnic Minority:					0
Disabled:					0
ESL (English Second Language):					0
Professional:					0
Other Groups:					0

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **21**

County: **Inyo, Mono**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	10	18	9	6	43
Estimated Person Reached (EPR)- Interactive Presentation to Public:	241	599	408	222	1,470
Other Education * :	2				2
EPR – Other Education:					0
Outreach ** , Combined Totals:	8	2			10
EPR – Outreach, Combined Totals:	50,025	3,450			53,475
Total Hours of Combined Activities:	16	12		12	40
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	9	17		6	32
Low-Income:					0
Rural:					0
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:					0
Ethnic Minority:					0
Disabled:		1			1
ESL (English Second Language):	1				1
Professional:					0
Other Groups:					0

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **22**
County: **Orange**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	22	44	56	45	167
Estimated Person Reached (EPR)- Interactive Presentation to Public:	1,222	2,097	1,782	1,551	6,652
Other Education * :	1	10	22	18	51
EPR – Other Education:	50,000	1,794,366	1,009,751	7,620,415	10,474,532
Outreach ** , Combined Totals:	14	18	8	5	45
EPR – Outreach, Combined Totals:	99,795	167,445	12,510	13,400	293,150
Total Hours of Combined Activities:	31				31
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	15	66	14	29	124
Low-Income:	0	21	3	6	30
Rural:					0
Low Literacy:	0				0
Family Member or Caregiver of Medicare Beneficiary:	14	28	8	10	60
Ethnic Minority:	27	19	4	8	58
Disabled:	0	4	8	5	17
ESL (English Second Language):	0	11	11		22
Professional:	0			6	6
Other Groups:	4	4	11	13	32

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **23**

County: **San Diego**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	29	19	19	12	79
Estimated Person Reached (EPR)- Interactive Presentation to Public:	874	346	587	383	2,190
Other Education * :	2	1	4	3	10
EPR – Other Education:	836,000	1,205,315	737,345	679,447	3,458,107
Outreach **, Combined Totals:	79	2	6	11	98
EPR – Outreach, Combined Totals:	550	600	2,030	13,535	16,715
Total Hours of Combined Activities:	24		35	46	105
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	25	8	21	23	77
Low-Income:	5	2	1		8
Rural:		1			1
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:	2	1			3
Ethnic Minority:	5	6	3		14
Disabled:	1	4			5
ESL (English Second Language):		2	3	1	6
Professional:	1	3	3	8	15
Other Groups:		5	2	3	10

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **24**
County: **Imperial**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	4	1	3	2	10
Estimated Person Reached (EPR)- Interactive Presentation to Public:	100	40	127	85	352
Other Education * :	1			1	2
EPR – Other Education:	15,500			50,000	65,500
Outreach **, Combined Totals:	2	2	1	3	8
EPR – Outreach, Combined Totals:		1,350	200	51,800	53,350
Total Hours of Combined Activities:	4		6	4	14
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	2	3	2	3	10
Low-Income:	2	1			3
Rural:		1		2	3
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:					0
Ethnic Minority:	1	1		1	3
Disabled:					0
ESL (English Second Language):		1		2	3
Professional:			1	1	2
Other Groups:			1	1	2

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **25**

County: **Los Angeles (City of Los Angeles)**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	32	20	21	10	83
Estimated Person Reached (EPR)- Interactive Presentation to Public:	1,005	1,178	757	868	3,808
Other Education * :		5	17	1	23
EPR – Other Education:					0
Outreach ** , Combined Totals:	9	7	12	32	60
EPR – Outreach, Combined Totals:	4,389,223	103,591	2,133,188	95,195	6,721,197
Total Hours of Combined Activities:	49	51	42	35	177
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	24	17	7	15	63
Low-Income:	15	7	1	9	32
Rural:					0
Low Literacy:	3				3
Family Member or Caregiver of Medicare Beneficiary:	10	3	1	1	15
Ethnic Minority:	21	12	3	8	44
Disabled:	9	2	1		12
ESL (English Second Language):	3	2	2	9	16
Professional:			2		2
Other Groups:	6	4	2	3	15

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **26**

County: **Lake, Mendocino**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	Reports with PSA 27	Reports with PSA 27	Reports with PSA 27	Reports with PSA 27	
Estimated Person Reached (EPR)- Interactive Presentation to Public:					
Other Education * :					
EPR – Other Education:					
Outreach ** , Combined Totals:					
EPR – Outreach, Combined Totals:					
Total Hours of Combined Activities:					
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:					
Low-Income:					
Rural:					
Low Literacy:					
Family Member or Caregiver of Medicare Beneficiary:					
Ethnic Minority:					
Disabled:					
ESL (English Second Language):					
Professional:					
Other Groups:					

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **27**
County: **Sonoma**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	21	15	16	24	76
Estimated Person Reached (EPR)- Interactive Presentation to Public:	516	702	397	385	2,000
Other Education * :	2				2
EPR – Other Education:	4,000				4,000
Outreach **, Combined Totals:	6	10	3	4	23
EPR – Outreach, Combined Totals:	276	6,800	572	1,265	8,913
Total Hours of Combined Activities:	47	63	26	41	177
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	28	23	19	27	97
Low-Income:	18		12	16	46
Rural:	11	13	4	12	40
Low Literacy:	0				0
Family Member or Caregiver of Medicare Beneficiary:	10	10	7	6	33
Ethnic Minority:					0
Disabled:	17	8	12	16	53
ESL (English Second Language):	2			2	4
Professional:					0
Other Groups:	1	3	2	5	11

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **28**

County: **Napa, Solano**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	Reports with PSA 27	Reports with PSA 27	Reports with PSA 27	Reports with PSA 27	
Estimated Person Reached (EPR)-					
Interactive Presentation to Public:					
Other Education * :					
EPR – Other Education:					
Outreach ** , Combined Totals:					
EPR – Outreach, Combined Totals:					
Total Hours of Combined Activities:					
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:					
Low-Income:					
Rural:					
Low Literacy:					
Family Member or Caregiver of Medicare Beneficiary:					
Ethnic Minority:					
Disabled:					
ESL (English Second Language):					
Professional:					
Other Groups:					

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **29**

County: **El Dorado**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	Reports with PSA 4	Reports with PSA 4	Reports with PSA 4	Reports with PSA 4	
Estimated Person Reached (EPR)-					
Interactive Presentation to Public:					
Other Education * :					
EPR – Other Education:					
Outreach ** , Combined Totals:					
EPR – Outreach, Combined Totals:					
Total Hours of Combined Activities:					
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:					
Low-Income:					
Rural:					
Low Literacy:					
Family Member or Caregiver of Medicare Beneficiary:					
Ethnic Minority:					
Disabled:					
ESL (English Second Language):					
Professional:					
Other Groups:					

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **30**

County: **Stanislaus**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	6	5	3	5	19
Estimated Person Reached (EPR)- Interactive Presentation to Public:	324	484	93	152	1,053
Other Education * :					0
EPR – Other Education:					0
Outreach ** , Combined Totals:	2	2	3	1	8
EPR – Outreach, Combined Totals:	391	1,644	444	76	2,555
Total Hours of Combined Activities:	7		12	4	23
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	6	7	5	4	22
Low-Income:	3	2	1	3	9
Rural:	3	3	2	2	10
Low Literacy:			1		1
Family Member or Caregiver of Medicare Beneficiary:	4	4	3	4	15
Ethnic Minority:	1	1	2	2	6
Disabled:	1				1
ESL (English Second Language):	1			1	2
Professional:					0
Other Groups:			1		1

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **31**
County: **Merced**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	4	5	5	6	20
Estimated Person Reached (EPR)- Interactive Presentation to Public:		53	127		180
Other Education * :	8			11	19
EPR – Other Education:	111,000			206,000	317,000
Outreach ** , Combined Totals:	2	15	13		30
EPR – Outreach, Combined Totals:	1,100	90,000	133,000		224,100
Total Hours of Combined Activities:			7	4	11
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	4	5	2	3	14
Low-Income:	4	14			18
Rural:	4	170	112	4	290
Low Literacy:			1	2	3
Family Member or Caregiver of Medicare Beneficiary:	2	3	1		6
Ethnic Minority:					0
Disabled:				3	3
ESL (English Second Language):			1	3	4
Professional:					0
Other Groups:				3	3

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **32**

County: **Monterey**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	31	14	8	21	74
Estimated Person Reached (EPR)- Interactive Presentation to Public:	694	31,000	201	600	32,495
Other Education * :	15		15	22	52
EPR – Other Education:	31,000		31,000	88,000	150,000
Outreach ** , Combined Totals:	11	5	2	8	26
EPR – Outreach, Combined Totals:	150	100	100	400	750
Total Hours of Combined Activities:					0
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	57	34	23	43	157
Low-Income:					0
Rural:	11	5	3	11	30
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:					0
Ethnic Minority:	5	5	3	5	18
Disabled:					0
ESL (English Second Language):					0
Professional:				9	9
Other Groups:					0

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van

Fiscal Year (FY) 2004-2005

Aggregate HICAP Public and Media Activity Annual Report FY 2004-2005

PSA: **33**
County: **Kern**

	Jul-Sep 04	Oct-Dec 04	Jan-Mar 05	Apr-Jun 05	Total
Activity Information					
Interactive Presentation to Public:	38	9	25	36	108
Estimated Person Reached (EPR)- Interactive Presentation to Public:	922	280	4,971	1,078	7,251
Other Education * :	2	3	4	6	15
EPR – Other Education:	5,150	1,152,800		293,040	1,450,990
Outreach **, Combined Totals:		4		9	13
EPR – Outreach, Combined Totals:		1,700		24,470	26,170
Total Hours of Combined Activities:	97	45	22	66	230
Targeted Audience					
Medicare Beneficiaries / Pre-Enrollees:	40	12	31	41	124
Low-Income:	6	5	6	37	54
Rural:	22	10	14	29	75
Low Literacy:					0
Family Member or Caregiver of Medicare Beneficiary:	34	14	25	15	88
Ethnic Minority:	6	3		12	21
Disabled:	13	3	3	17	36
ESL (English Second Language):			7	3	10
Professional:			4	2	6
Other Groups:					0

* Television Show, Radio Show, Print Media/Article, or Website Event

** Email, Printed Outreach, Booth/Exhibit, or Mobile Info Van